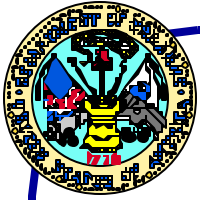


PANEL DISCUSSION

RECRUITING INITIATIVES

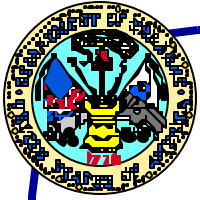
**WORLD WIDE PUBLIC AFFAIRS
SYMPOSIUM**

10 Feb 2000



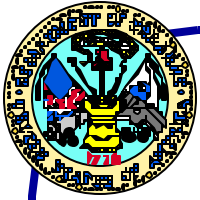
AGENDA

- Secretary of the Army Recruiting Initiatives
- GED (+) & College First Test Program
- Corporal Recruiter Program
- Hometown Recruiter Assistance Program (HRAP)
- Public Affairs Role



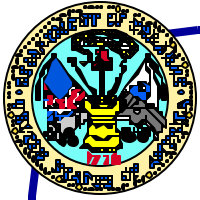
Secretary of the Army's Intent for Recruiting Initiatives

- | Create Conditions for Recruiters to be successful
- | Expand and Penetrate the Market
- | Increase Quality Accessions
- | Reconnect the Relevance of Military Service to the American People
- | Create awareness of Army opportunities



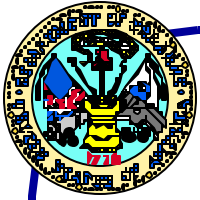
Secretary of the Army's Recruiting Initiatives Guidance

- 5 August Memorandum - 4 Working Groups
 - Upgrade the Recruiting Sales Force
 - Geographic Positioning of the Sales Force
 - Restructuring the Army's Media Mix to Execute Our Strategy
 - Repositioning the Army
- GED (+) & College First



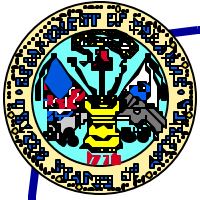
Secretary of the Army's Recruiting Initiatives Execution

- Working Groups' Final Reports to Sec Army - 17 Dec 99.
- Sec Army Final Approval End of Jan 00.
- Projected Funding: \$58.6 M in FY00; \$92.9 M in FY01; POM Working
- GED(+) & College First Approved 10 Jan 00. Public Release 3 Feb 00.



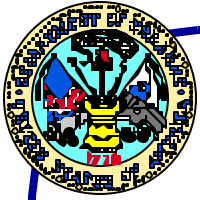
Secretary of the Army's Recruiting Initiatives

- **Geographic Positioning of the Sales Force**
 - Event-oriented Recruiting
 - Community College & Post Secondary Recruiting
 - Recruiting Station Furniture
- **Repositioning the Army**
 - Green to Grad Program
 - GI to Jobs Program
 - Army Values, Ethics, and History Course (CD-ROM)
- **Restructuring the Army's Media Mix done by the McKinsey Study.**



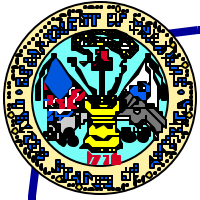
Secretary of the Army's Recruiting Initiatives

- Upgrade the Recruiting Sales Force
 - Screening Tool for Detail Recruiters
 - Recruiting Bde/Bn Interviews
 - Pay for Recruiter Attendance at Professional Sales Training
 - Additional Psychologist Program at Recruiting and Retention School
 - Contract for Ancillary Support to Recruiters
 - Increase Funding for Family Support Coordination Programs



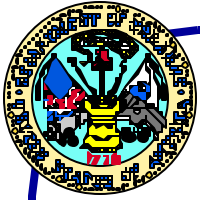
Secretary of the Army's Recruiting Initiatives

- Upgrade the Recruiting Sales Force
 - Policy Initiatives
 - Outyear Programs:
 - Distance Learning
 - Stress Management Training
 - Upgrade Audiovisual Equipment
 - Selection of 79R
 - Psychologist at Recruiting Bde



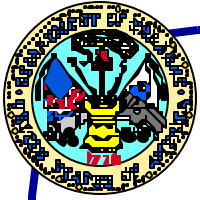
Secretary of the Army's Recruiting Initiatives

- Geographic Positioning of the Sales Force
 - Cyber Stations
 - Advertising on the Internet
 - Army Computer Game
 - Review Recruiting Market Analysis Factors
 - Streamline Relocation Process
 - Army Stores in Malls
 - Kiosk Regional Test



Secretary of the Army's Recruiting Initiatives

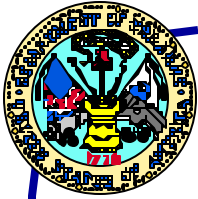
- | Restructuring the Army's Media Mix:
- | Build Organizational Capability (Internal to DA)
- | Improve efficiency in the process
- | Establish more fact-based consumer research
- | Improve agency partnership



GED(+) and College First Test Programs

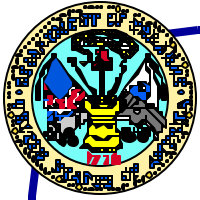
A Test to Determine Feasibility and Benefits of Nationwide Implementation of Two Programs

- Test Is Distributed Geographically and Demographically Across the Country
- “College First” -
 - Unrestricted Quantity Tier 1 (High School Diploma Graduate), Armed Forces Qualification Test Score Category I-III A
 - Sponsor up to Two Years of Post-secondary Education
- “Education Plus”
 - Recruit up to 6,000 Screened Non-High School Graduates and Sponsor Them to Get Their GED Prior to Accession (4K Active Component & 2K Reserve Component)
 - Incentivizing Screened Tier 2 (GED) and Tier 3 (Non Graduate) in 20 Percent of the Country to See If This Effects Attrition Rates



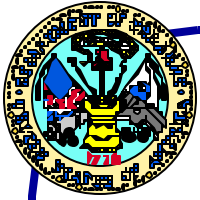
Corporal Recruiter Program

- Pilot Program - Initially for One Year - Recently Extended to 2003
- Total of 400 Corporal Recruiters in USAREC by Mar 2000
- 200 Corporals in Lieu of 200 Staff Sergeants:
 - To Bring New Energy and Youth Into the Recruiting Force
 - 193 on Station With USAREC Since Sep 1999
- 200 Corporals As CSA Directed Overstrength:
 - Response to TRADOC Request for Additional Corporals
 - Reporting to Recruiting and Retention School Jan 2000
 - On Station With USAREC by Mar 2000
- Must Be Volunteers and Meet Basic Recruiter Qualifications
- Serve 12 Month Tour As Detailed Recruiter
- Goal of Diverse Skill, Ethnic, and Gender Mix



Hometown Recruiter Assistance Program (HRAP)

- Advance Individual Training Graduates on Permissive TDY for Two Weeks to Assist Their Hometown Recruiters in Connecting With the Youth Market
- 6,890 Soldiers Have Conducted HRAP Between 1 Oct and 31 Dec - Same As Total FY98 Participation
- 284 Contracts Year to Date; 569 FY99 Contracts
- 54,575 Leads Generated
- 7.9 Leads Per HRAP



PUBLIC AFFAIRS ROLE

- | Get Leaders Involved Now! Full-Court Press (CSA's #1 METL)
- | Get the Local Recruiter Involved- TAIR (CI)
- | Facilitate programs that enable recruiters to be successful- Educate the Public (COMREL)
- | Speaker Kits CD-ROM/Media Training for Leaders
- | Assist Recruiters in spreading the word (MEDREL)
- | Corporal Recruiter/HRAP Support